Abstract of the Disclosure

One embodiment of the present invention is a Short-Bidding Auction manager that collects all potential purchaser "short-bids" on a good for sale at auction and provides the seller the ability to review and analyze some or all bids, the Short-Bidding Auction Manager comprising: (a) a User Account Manager and associated User Manager user interface that provides the means for buyer and sellers to join an auction website and establish pertinent personal information, wherein joining causes a user account to be created and stored in a User Accounts table (in Auction Database) with a unique user ID, and the user IDs are employed by users when buying and selling; (b) an Auction Creator with User Interface for sellers that allows sellers to post information about a good as well as set the quantity and the asking price for the good; (c) an Auction Item Manager that stores the properties of an auction in a database when it is created; (d) a Bid Creator with User Interface for buyers that allows buyers to set a price for a bid on an item which may be at the asking price or be a short-bid which is less than the asking price and which becomes a contract to buy once submitted; (e) a Bid Reviewer User Interface for sellers that provides the list of short-bid contracts for the seller to review; (f) a Bid Manager that executes a sale if a bid is at the asking price posted for a good, while it collects and tracks all short-bids as bid contracts no matter how low the price bid is; (g) a Sale Executor that executes a sale between buyer and seller when a bid is placed at the asking price or when the seller decides to accept a short-bid, wherein executing a sale comprises notification to buyer and seller that the buyer's submittal of a contract to buy must be executed; (h) an Email Notifier that sends emails to sellers and buyers constituting the notifications generated; (i) an Auction Database that stores the User Accounts, current Auction items, current Bids, Auction History, and Bid History.